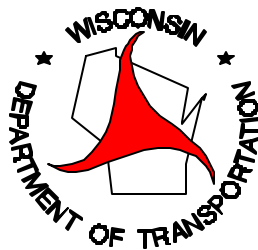


**Wisconsin Department of Transportation**  
**2004 Motorcycle Safety Action Plan**

By:

**WISCONSIN DEPARTMENT OF TRANSPORTATION**  
**Division of Wisconsin State Patrol,**  
**Bureau of Transportation Safety**



**May 4, 2004**



## Wisconsin Department of Transportation

[www.dot.wisconsin.gov](http://www.dot.wisconsin.gov)

Division of State Patrol  
Bureau of Transportation Safety  
4802 Sheboygan Ave.  
P O Box 7936  
Madison, WI 53707-7936

Telephone: 608-266-0402  
FAX: 608-267-0441

May 4, 2004

Dear Traffic Safety Partners,

The Wisconsin Department of Transportation, Division of State Patrol is pleased to provide you with a copy of the *Wisconsin Department of Transportation 2004 Motorcycle Safety Action Plan*. This document sets forth a set of motorcycle safety strategies for WisDOT focusing on 12 key actions. Our goal in implementing these actions is to **reduce the rate of motorcyclist fatalities and injuries within Wisconsin below 2003 levels**. It is our hope that these actions will help to substantially reduce motorcycle fatalities and injuries on Wisconsin's highways and roads.

The plan was developed by the Bureau of Transportation Safety, Policy Analysis Section and is organized into two parts:

**Part One** is the background section of the plan, describing the sequence of events that led to the creation of this plan and the scope of Wisconsin's motorcycle safety challenge.

**Part Two** is the "strategy section" identifying 12 motorcycle safety actions including champions and timelines for implementation.

The 2004 Motorcycle Safety Action Plan reflects considerable input that we received in meetings and discussions that the Wisconsin State Patrol has been involved in to date (these meetings are described in Part One of the plan). We wish to thank all of the participants of these meetings, and the organizations that they represent, for their invaluable contributions in helping to improve motorcycle safety in Wisconsin.

To obtain additional copies of this report, or for more information, please contact the Wisconsin Department of Transportation, Bureau of Transportation Safety, P.O. Box 7936, Madison, WI 53707-7936, by FAX at (608) 267-0441, by phone at (608) 267-5136, or by email at [timothy.mcclain@dot.state.wi.us](mailto:timothy.mcclain@dot.state.wi.us).

Sincerely,

A handwritten signature in black ink, appearing to read 'Daniel Lonsdorf', written over a horizontal line.

Major Daniel Lonsdorf  
Director

## **PART ONE-**

### **The Scope of Wisconsin's 2004 Motorcycle Safety Challenge**

**Scope of the Challenge.** 2003 was the deadliest year for motorcyclists in over a decade. In 2003, 100 motorcyclists died in crashes. The previous time motorcyclist fatalities reached 100 was in 1986 with 104. The figure for 2003 also represented an increase of 38% from the 1998-2002, 5-year average of 72. In 2003, there were also 2,512 crashes involving motorcycles and 2,408 motorcyclist injuries including 654 who were seriously injured.

In response to the alarming number of motorcycle fatalities observed in 2003, several meetings and events were held:

- On July 23-24, 2003, WisDOT held two motorcycle safety summits - one in Green Bay, the other in Milwaukee - to solicit input from the motorcycling community, the general public and the media about ideas to address the issue (a summary of the summer summits can be found in Appendix A) .
- On December 16, 2003, WisDOT's Motorcycle Safety Advisory Council, an advisory council composed of motorcycle organizations and other interests, met in Madison. Council members discussed several ideas to address the problem, focusing specifically on the issue of impaired driving (meeting minutes can be found in Appendix A).
- On February 18 2004, NHTSA convened a Region V Motorcycle Strategic Planning Meeting in Chicago. The two-day meeting included participants from Wisconsin, Minnesota, Illinois, Ohio, Michigan, Indiana and Iowa. Representatives of NHTSA, motorcycle manufacturers, motorcycle advocacy groups, and state officials from the Region V states and Iowa gave presentations. Each state met individually and developed "Next Steps" for an action plan for their state. Following this session, the states in turn, presented ideas for discussion by the group. There was also discussion about initiatives and the possibilities of activities that could occur throughout the Region, in each state, and in coordinated multi-state activities (a summary of this meeting can be found in Appendix A) .
- On February 28, 2004, WisDOT convened the Wisconsin National Agenda for Motorcycle Safety (NAMS) Summit. The summit represented the first state-level workshop on motorcycle safety developed from the National Agenda for Motorcycle Safety report (produced in November 2000) and involved extensive input from WisDOT's partners in traffic safety, including motorcycle advocacy groups, law enforcement, educational institutions and others. Those who attended the meeting participated in small group brainstorming sessions in a workshop setting to identify: (1) the problems and issues which contribute to motorcycle crashes and fatalities and, (2) what each organization can do using the resources available to them to address the problem. The feedback obtained from all of these meetings was invaluable to the development of strategies contained within the *2004 Motorcycle Action Plan* and for long-range, motorcycle safety planning efforts (a summary of this meeting can be found in Appendix A).

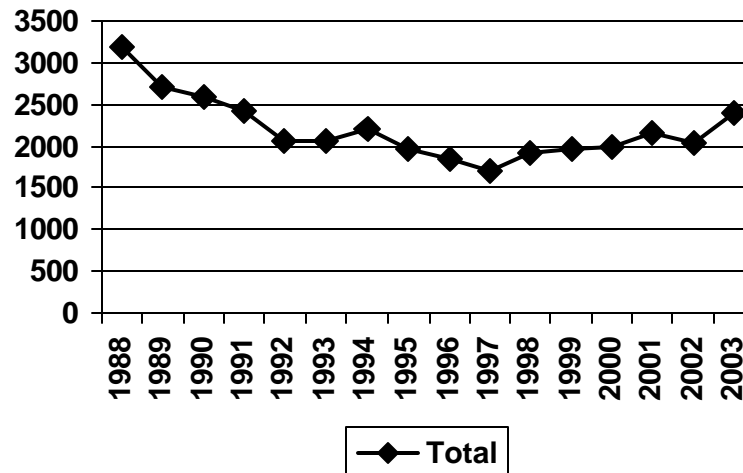
**Focus/Scope of the Plan** - due to the impending urgency of the 2004 riding season, this action plan will focus primarily on those strategies that will have a positive and *immediate* impact on the 2004 riding season. **The Plan's overall measurement of success will be to reduce the rate of motorcyclist fatalities and injuries within Wisconsin below 2003 levels.** To ensure effectiveness, champions or persons responsible have been identified to make sure that each strategy is being implemented. The plan represents a roadmap to address the immediate problem, and to demonstrate progress.

**Relationship to 2004-2007 Strategic Highway Safety Plan.** Note that WisDOT's Traffic Safety Committee has also indicated the desire for motorcycle safety to be addressed as one prominent element of the overall, 2004-2007 Highway Safety Strategic Plan. *Because the focus of the 2004 action plan is on those strategies which will affect the 2004 riding season, the 2004 action plan will not include all the long-range strategies and ideas that have been obtained to date. Instead, the longer-range items will be addressed and included in the Department's Highway Safety Strategic Plan to begin development later in 2004.*

The following section provides a more detailed analysis of motorcycle safety trends, crashes, injuries and fatalities and serves as the background providing the context for the strategies to follow. In addition, a previously developed document entitled *2003 Motorcyclist Fatality Summary (Revised, April 2004)* can be found in Appendix B.

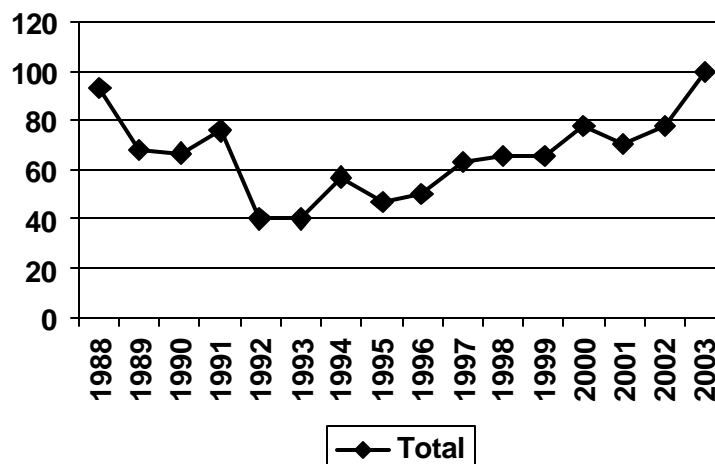
**Motorcyclist Non-Fatal Injuries.** Motorcyclist non-fatal injuries in Wisconsin showed an overall decrease from 1988 to 1997. Since 1997, however, motorcyclist injuries have showed a steady increase with the highest jump occurring from 2002-2003 (see Figure 1).

Figure 1:  
Motorcyclist Non-Fatal Injuries  
1988-2003



**Motorcyclist Fatalities.** In general, motorcyclist fatalities in Wisconsin followed a similar pattern as non-fatal injuries. Figure 2 indicates that from 1988 to 1993, there was a decrease in the total number of fatalities (sharp decrease between 1991 and 1992) followed by a steady increase in fatalities beginning in 1993. One theory for the increase in fatalities and injuries is a concomitant increase in the number of motorcycle sales including a large number of motorcyclists (45+) who are purchasing motorcycles in greater numbers.

Figure 2  
Motorcyclist Fatalities  
1988 – 2003



**The majority of motorcyclists killed in 2003 were male drivers.** Figure 3 indicates that 94% of the total number of motorcyclists killed were drivers while 6% were passengers. Figure 4 indicates that 92% of killed motorcyclists were male while 8% were female.

Figure 3:  
2003 Motorcyclist Fatalities:  
By Role

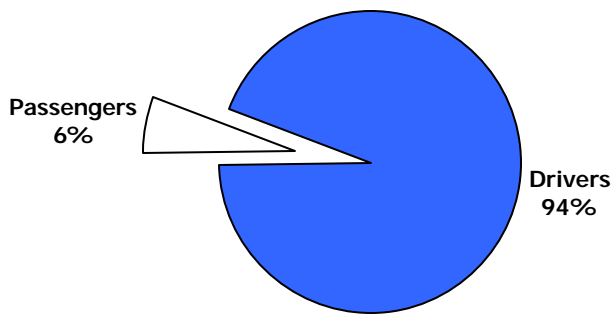
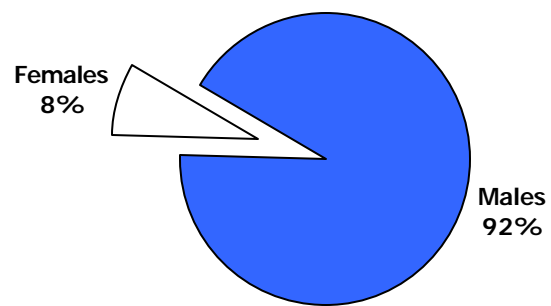


Figure 4:  
2003 Motorcyclist Fatalities:  
By Gender



**Older riders (age 45 and older) comprise the greatest proportion of killed motorcyclists in 2003.**

Figure Five shows that riders 45 and older represented the highest proportion (39%) of those killed in motorcycle crashes in 2003 followed by ages 35-44 (23%), under 25 (22%) and 25-34 (22%). When examined in further detail (see Figure 6), riders age 45-54 comprised the highest number of fatalities (26%) of older riders 45+. This should not be interpreted to mean that older motorcyclists are unsafe compared to younger motorcyclists. Rather, it is reflective of older riders in the “baby-boom” age cohort that are participating in motorcycling in greater numbers.

Figure 5:  
2003 Motorcyclist Fatalities:  
By Age of Victim

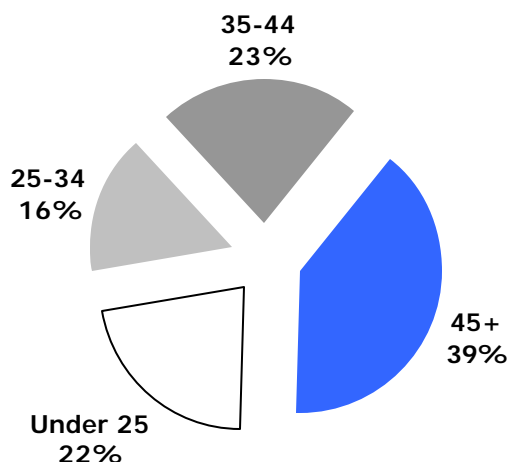
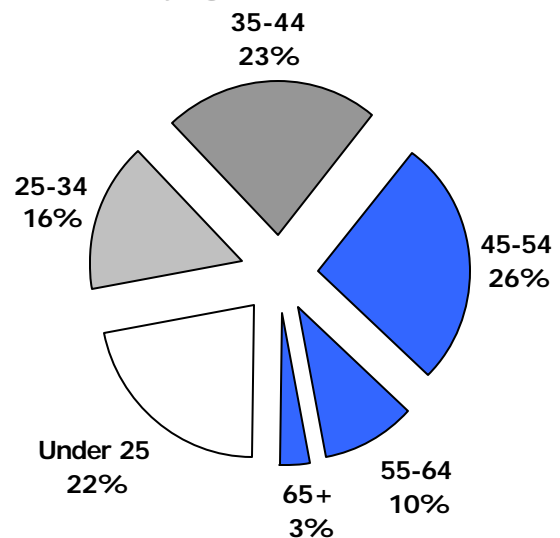


Figure 6:  
2003 Motorcyclist Fatalities:  
By Age of Victim



**Weather conditions were generally good and did not seem to be a significant factor in most fatal crashes.** For 75% of all fatalities, weather conditions were clear (see Figure 7). Conditions were cloudy, 23% of the time with rain occurring only 2% of the time. In addition, for 97% of all fatalities involving motorcyclists, pavement condition was reported as dry.

Figure 7:  
2003 Motorcyclist Fatalities:  
By Weather Conditions (if known)

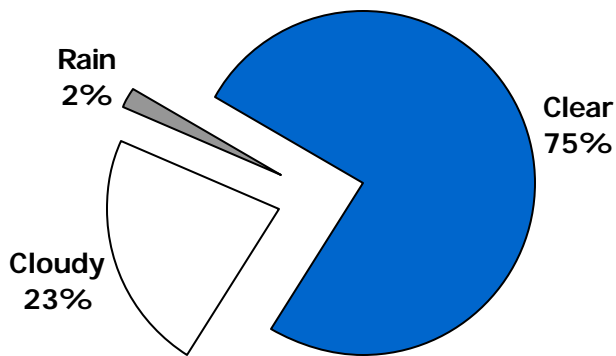
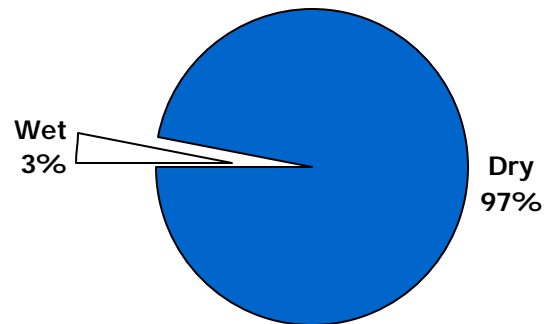


Figure 8:  
2003 Motorcyclist Fatalities:  
By Pavement Condition (if known)



**Most motorcyclist fatalities did not involve another vehicle.** Single unit crashes (not involving another motor vehicle) represented 57% of all motorcyclist fatalities in 2003. **In addition, most motorcyclist fatalities (77%) occurred in rural areas.** This reflects increased risks associated with the rural travel environment in which speed becomes a significant factor in fatal injuries.

Figure 9:  
2003 Motorcyclist Fatalities:  
By # of Units Involved

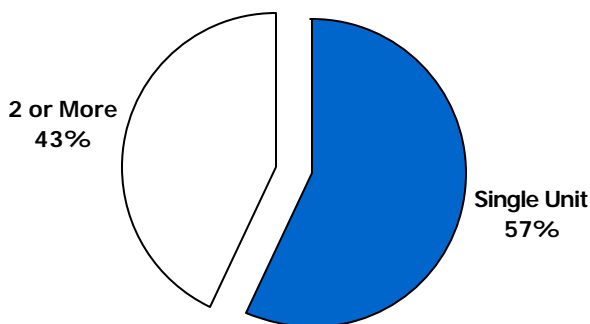
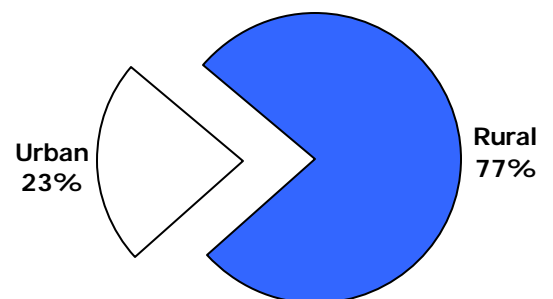
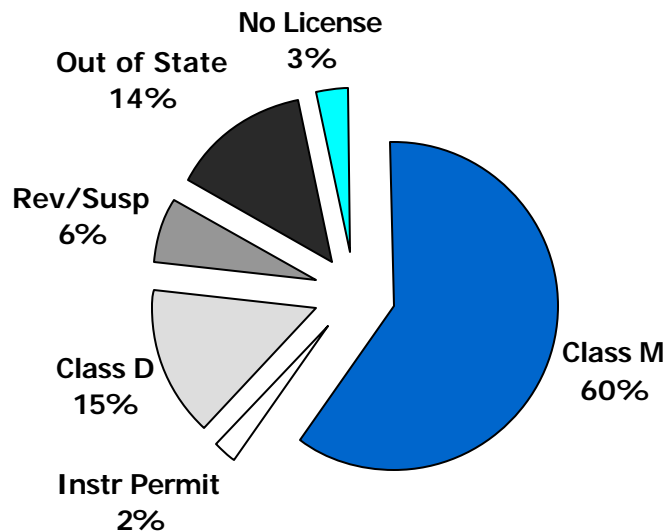


Figure 10:  
2003 Motorcyclist Fatalities:  
By Rural/Urban



**Most motorcyclists who were killed in 2003 were properly licensed.** Figure 11 indicates that 76% of the motorcyclists killed were properly licensed (either had Class M endorsements (60%), motorcycle instruction permits (2%) or motorcycle permits from other states (14%)). Improperly licensed individuals [no license (3%), revoked/suspended (6%), only had Class D permit (15%)] represented 24% of the total.

Figure 11:  
2003 Motorcyclist Fatalities:  
By License Status



**The majority of killed motorcyclists were not wearing helmets.** Figure 12 indicates that 75% of the killed motorcyclists were not wearing helmets. Head injuries were the leading type of injury (48%) among killed motorcyclists (see Figure 13).

Figure 12:  
2003 Motorcyclist Fatalities:  
By Helmet Use

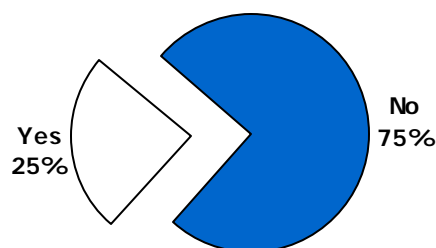
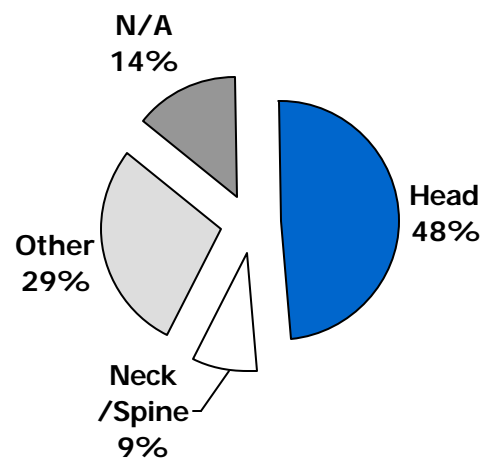


Figure 13:  
2003 Motorcyclist Fatalities:  
By Type of Injury





**Among motorcyclists who were killed, Harley Davidson motorcycles were the most ridden.** Figure 14 indicates that 46% of the motorcyclists killed were riding Harley Davidson motorcycles. This should not be interpreted to mean that Harley Davidson motorcycles are more dangerous than other motorcycles. Rather, the statistic is more reflective of market conditions and recent sales and the fact that Wisconsin is the home of Harley Davidson Motor Company. Figure 15 shows 2003 motorcycle registration by make of bike indicating the current, distribution of makes for comparison purposes. Note that there appears to be a higher proportion of riders of Harley Davidson motorcycles killed compared to the proportion of Harleys registered statewide.

Figure 14:  
2003 Motorcyclist Fatalities:  
By Make of Bike

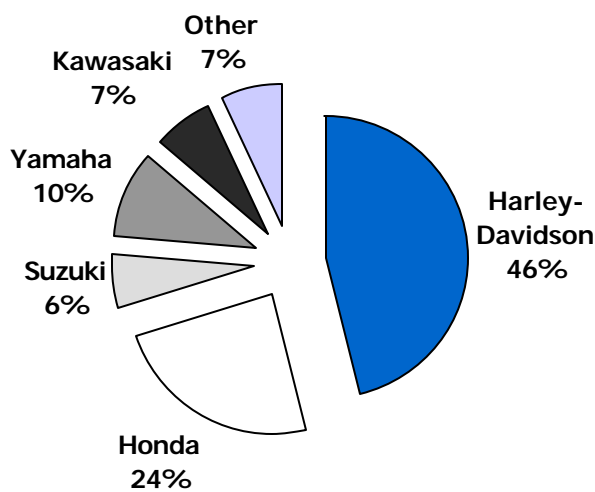
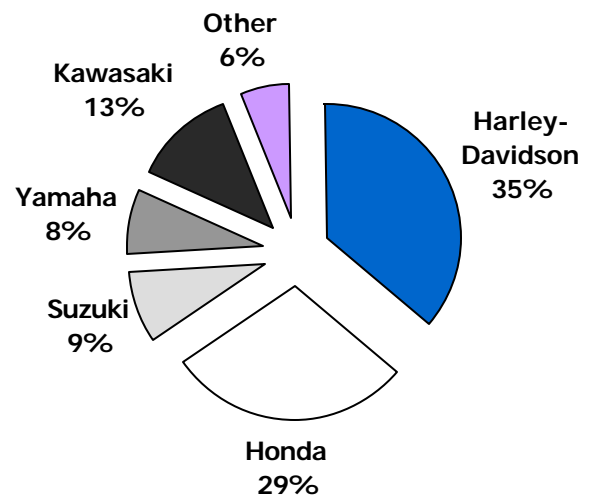
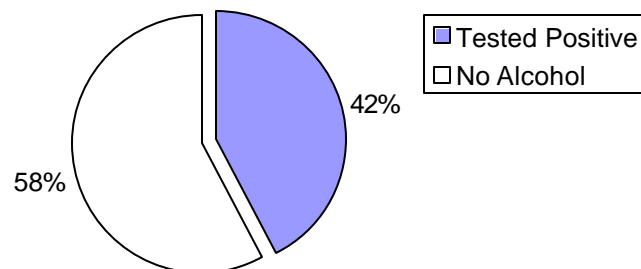


Figure 15:  
2003 Motorcycle Registrations:  
By Make of Bike



**Alcohol Involvement.** Figure 16 shows that 36 (42%) of 85 killed motorcyclists who were tested were found to be positive for alcohol (26 or 31% of those tested were .10 or over). Of those tested after enactment of the .08 law on September 30, 2003, one tested 0.08 or above). *Alcohol test results for the rest are still unknown.*

Figure 16:  
2003 Killed Motorcyclists  
Tested (n=85) for Alcohol



## Part Two: Strategies

The following strategies will be implemented during the 2004 riding season (or in some cases, begin implementation in 2004 and continue into the next year):

### **1. PUBLIC INFORMATION / RAISING AWARENESS**

**Background:** Motorcyclists represent a diverse population from different walks of life (e.g., different ages, different income levels, different types of motorcycling interests and involvement). However, fatality statistics do show us that the majority of drivers who are killed in motorcycle crashes are male and increasingly over 45. Therefore, an effective public information campaign should: (1) go to where the riders gather or meet; (2) take into account the diverse nature of motorcyclists, yet allow for targeting special populations (e.g., the 45+ population).

#### **Action 1.1**

**Develop an outreach program for motorcycle events throughout the state implemented through the State Patrol that helps to raise awareness among motorcyclists about safety issues.** The State Patrol will have information booths at all major motorcycle events where logistically possible. Major costs will be picked up through day-to-day operating expenses. Although several of these strategies may not be finally completed during the 2004 riding season, it is important to immediately begin the process this year.

***Champions:*** Sgt. Bill Harley/RonThompson.

***Activities and Timeline:*** Research dates/locations of events and logistics for providing DSP staff/resources. Develop public information and education materials for distribution. Attend events throughout 2004 riding season.

***Measures:*** Obtain feedback and reports from State Patrol personnel involved in the events throughout the riding season. Make adjustments based on what is learned from one event to the next.

#### **Action 1.2**

**Include motorcyclists in all traffic safety promotion efforts and develop new methods for reaching target audiences and tailoring safety messages to address motorcycle safety.** Public information and education campaigns need to include positive images involving motorcyclists (e.g., impaired driving or speed reduction campaigns should include a motorcycle in the background).

***Champion:*** Frank Huitt

***Activities and Timeline:*** Research existing traffic safety promotion efforts including methods for targeting messages to motorcyclists (e.g., 45+ population) and include message in general safety campaigns (e.g., impaired driving, speed) throughout the riding season. Evaluate the effectiveness of various media alternatives including the option of

developing a brochure (not in an envelope) to be mailed to motorcyclists over 40 years of age with less than 1 year of licensure with safety messages and inviting them to take training.

**Measures:** Document the number of situations/campaigns in which motorcycle safety messages were used in a safety campaign throughout the year. If the brochure option is implemented, determine how many riders 40+ with one year of licensure were mailed a brochure and how many actually took the training (ask instructors to keep a tally).

## **2. EDUCATION/TRAINING**

**Background.** In 2003, \$654,000 was appropriated in state funding for the motorcycle safety program. The majority of this funding (approximately 87%) was used to provide BasicRider training (7,101 student graduates) and for the experienced rider course (240 graduates). It is anticipated that approximately 87% of the state funding will again be used for training. Despite the high number of graduates in rider training, there was still a waiting list of 3,041 students interested in taking the BasicRider course. This speaks to the need of expanding rider training in order to meet the overwhelming demand. Note that some of this demand can be met through current training opportunities provided by other vendors, such as through motorcycle manufacturers (e.g., Harley Davidson). In addition, the fleet of motorcycles used in training students has become old over time (some motorcycles are over 15 years old) and need to be replaced.

Although rider training usually takes place in a traditional classroom setting, it can also occur in more informal settings such as through a mentoring relationship with other, experienced riders. Older motorcyclists, who may have ridden in the past but whose skills have been diminished over time, may need to refresh these skills. An informal mentoring relationship with an experienced rider (e.g., through a motorcycle organization), in addition to taking a rider course, may also be helpful.

In addition, local law enforcement officers need greater access to training opportunities in the area of motorcycle crash reconstruction training. Such training would help improve the quality of information in crash reporting (MV4000 accident report) and would help to provide a greater understanding of the causes of motorcycle crashes. Likewise, expanding training for Emergency Medical Specialists (EMS) that focuses on the special precautions required for moving injured cyclists should also be explored in greater depth.

### **Action 2.1**

**Seek additional funding (e.g., student fees) to ensure that the number of courses are meeting rider demand. Continue to use external vendors/manufacturers' training programs to help reduce the waiting list.**

**Champion:** Ron Thompson

**Activities and Timeline:** Work with Karen Smith and Pat Wagner (DSP) and Katherine Miller (DTIM) on budgetary needs, with a focus on significantly reducing the waiting list and developing a long-range strategy to actively replace the aging motorcycle training fleet. Begin work focusing on proposals for the 2004-2005 legislative session. Determine the number of vendor-sponsored courses that are currently being conducted.

### **Action 2.2**

**Develop mentoring program for new and older riders in conjunction with ABATE, H.O.G. or GWRRA and/or other rider groups.** Riders could be put in touch with the rider groups through the dealers, rider's groups, associations etc. State should develop guidelines and information/education materials for the types of areas to be covered and to encourage safe riding, but program implementation would be left up to the group.

**Champion:** Ron Thompson

**Activities and Timeline:** Initiate immediate impact into the motorcycle community supporting an aggressive mentoring program. Contact motorcycle groups, dealers and others who could become involved in the program, develop guidelines and information/education materials and begin implementation in 2004 riding season.

**Measures:** Number of mentoring relationships created in 2004 and succeeding years. Obtain feedback and reports from individuals and motorcycle clubs involved in mentoring.

### **Action 2.3**

**Expand availability of state patrol motorcycle crash reconstruction training to police officers for investigating traffic crashes that involve motorcycles** (e.g. how to look for cycle equipment problems such as non-standard controls, inadequate brakes or excessive tire wear, that may have contributed to the crash). **Develop checklist of items that law enforcement should be looking for.**

**Champions:** Sgt. Bill Harley/Ron Thompson

**Activities and Timeline:** Analyze current levels of motorcycle crash reconstruction training at the local level, develop or improve current curriculum and identify opportunities for expanding training in 2004 and following years.

**Measures:** Number of law enforcement trained statewide.

### **Action 2.4**

**Investigate the possibility of training for EMS regarding special precautions required for motorcyclist injuries.** Utilize Accident Scene Management, the Wisconsin Technical College System and medical professionals. **Develop a checklist of precautions that EMS should be looking for.**

**Champions:** Don Hagen/Ron Thompson

**Activities and Timeline:** Analyze current levels of motorcycle crash EMS training at the local level, and identify opportunities for expanding training in 2004 and following years. Develop checklist on precautions and other education materials for distribution to EMS.

**Measures:** Number of EMS provided training/checklists distributed throughout the state.

### **Action 2.5**

**Review general driver knowledge test** to see if Division of Motor Vehicles should include more “share the road” questions in the general driver knowledge tests and motorcycle-specific elements in the vision tests.

**Champion:** Ron Thompson

**Activities and Timeline:** Contact DMV and discuss. This may be an action that would need to be implemented later in 2005 depending upon DMV’s flexibility.

### **Action 2.6**

**Adequately support motorcycle safety instructors with inservice/training and information/education materials.**

**Champion:** Ron Thompson

**Activities and Timeline:** Analyze current levels of inservice training, develop or improve current curriculum and identify opportunities for expanding training in 2004 and following years.

**Measures:** Number of instructors trained statewide.

### **Action 2.7**

**Maintain adequate support staff for WisDOT’s Motorcycle Safety Program as the program and educational/training needs continues to expand.**

**Champion:** Ron Thompson

**Activities and Timeline:** Seek funding to ensure that the state’s motorcycle safety program, including necessary staff support, keeps pace with rider demand.

### **3. PLANNING, ENGINEERING AND ANALYSIS**

**Background.** The following actions represent miscellaneous activities to be accomplished by DSP-BOTS and DTID in the areas of: (1) engineering improvements to the travel environment, and (2) long-range, motorcycle safety planning activities, including an analysis of non-fatal injury data for establishing patterns and trends.

#### **Action 3.1**

**Investigate the feasibility of developing a “1-800 number” that will allow motorists, including motorcyclists, to report highway irregularities (e.g., pavement, road hazards) to WisDOT or county highway departments** Consider setting up the program through a third-party vendor.

**Champions:** John Corbin/Tim McClain

**Activities and Timeline:** Tim McClain will initiate discussions with John Corbin (DTID) to analyze the feasibility of creating a program through a third-party vendor.

**Measures:** Vendor will provide a periodic report to WisDOT identifying problem areas and who the problems were referred to. Tim will work with John Corbin to see if it is also possible to create a reporting system indicating whether the problem was resolved and how the problem was resolved.

#### **Action 3.2**

**Begin an examination of 1999-2003, non-fatal motorcycle crash data for a more complete analysis of patterns and trends.** In particular, develop an analysis of surviving riders with A-injuries.

**Champions:** Tim McClain/Mary Kunkel

**Activities and Timeline:** Analyze non-fatal crash data (3-5 years of data) when 2003 numbers become finalized. Establish patterns and trends.

#### **Action 3.3**

**As an element of the 2004-2007 Highway Safety Strategic plan, begin the development of a three-year comprehensive, motorcycle plan with measurable goals and strategies (using champions) that identify how WisDOT will address motorcyclist crashes, injuries and fatalities.** This plan was called for in the 2000 Motorcycle Safety Assessment. The 2004 Motorcycle Safety Action Plan will be written to complement the Highway Safety Plan and should “not sit on the shelf.”

**Champion:** Tim McClain

**Activities and Timeline:** Pull together all available data and information received to date (meetings, best practices research, other pertinent research and policy documents) and complete a three-year motorcycle safety planning element. To be completed by Summer 2004.

## APPENDIX A



### WISCONSIN MOTORCYCLE SAFETY SUMMITS

Milwaukee, Wednesday, July 23, 2003

Green Bay, Thursday, July 24, 2003

#### PURPOSE

- Due to the dramatic increase in motorcyclist fatalities in 2003 (62 killed thru July 22<sup>nd</sup> compared to 33 on the same date in 2002), the Bureau of Transportation Safety invited interested parties together to share information and insights on the problem and to identify potential solutions.
- BOTS presenters were explicit in saying that these summits were not in preparation for the upcoming Harley-Davidson 100<sup>th</sup> anniversary event, nor were they for the purpose of making a case for reinstating Wisconsin's universal mandatory motorcycle helmet law.

#### WHO

- Representatives of the state's motorcycling community (cycle dealers, motorcycle rights groups, rider education instructors, Motorcycle Safety Advisory Council), law enforcement, and other interested parties; 27 attended in Milwaukee, while 31 attended in Green Bay.
- One TV station, WI Public Radio and one newspaper covered the Milwaukee event; four TV stations, one radio station, and two newspapers covered the Green Bay event.
- Fifteen legislators identified as having an abiding interest in motorcycle safety were also notified of the date, purpose and location of each meeting; one of them (Rep. Garey Bies) attended the Green Bay event.

#### PARTICIPANT THEMES and SUGGESTIONS

The participants at the summit meeting conveyed the themes/suggestions that follow. Inclusion in this summary does not imply WisDOT endorsement or concurrence.

##### ***"Driver behavior needs to be changed"***

- Over half of the motorcyclist victims were involved in single-vehicle crashes, so motorcycle riders are a large part of the problem, but there is no single, simple solution.
- Other motorists should be aware of motorcyclists and should share the road.

##### ***"Older (typically male) riders should be targeted for safety efforts"***

- The average age of fatally injured motorcyclists is getting older; many of them are middle-aged; over 90% are male.
- There is widely held sentiment that many riders buy more motorcycle than they can safely handle; many older, returning riders are unaccustomed to the size and technology of today's bikes; too many riders buy their cycle first, then try to learn the basics of safe riding.

### ***“Laws should be changed”***

- There should be penalty enhancers for at-fault motorists involved in traffic crashes if a motorcyclist is killed or seriously injured.
- Only one person advocated for a mandatory helmet law for all riders, or as a compromise, a mandatory helmet law for the first two years following receipt of a Class M endorsement.

### ***“Motorcycle dealers/manufacturers need to do their part too”***

- Motorcycle dealers and manufacturers can/should do more to promote safe riding.
- Motorcycle dealers should be prohibited from selling to someone without a Class M endorsement.

### ***“Alcohol is a major problem”***

- Alcohol is a common element for group rides and dealership open houses, which contributes to the problem; penalties for OWI offenders should be more severe, in general, and there should be more certain methods of keeping problem riders/drivers off the road; the AC limit for motorcyclists should be lower.

### ***“Rider education should be improved”***

- Formal rider education is a partial solution, but the program has room for improvement. Suggestions included:
  1. Reduce the waiting list via increased funding
  2. Expand training opportunities for driving 3-wheeled motorcycles
  3. Allow students to train on the bikes they will be riding after the class
  4. Design a new safe riding course targeted at problem riders (i.e. revoked/suspended)
  5. Market rider education to those most at risk: male riders (Fact: 90% of fatally injured motorcyclists are male, but only 50% of rider education students are male).
  6. Waive the skill test for successful completion of the Experienced Rider Education course

### ***“WisDOT should change the way it does business”***

- WisDOT, Division of Motor Vehicles should include more “share the road” questions in the general driver knowledge tests and motorcycle-specific elements in the vision tests.
- WisDOT, Division of Motor Vehicles should restore the tiered license concept for motorcyclists (i.e. by engine size).
- Motorcyclists should be specifically included in all traffic safety promotion efforts (except seatbelts); new methods for reaching target audiences and tailoring safety messages should be identified.



***“WisDOT should change the way it does business (continued)”***

- WisDOT should provide special training to police officers when investigating traffic crashes that involve motorcycles (e.g. how to look for cycle equipment problems, such as non-standard controls, inadequate brakes or excessive tire wear, that may have contributed to the crash).
- WisDOT should identify roadway engineering issues that contribute to motorcycle crash causation (e.g. joint sealing technique/materials, oversized cold mix patches, pavement drop offs in construction zones) or that fail to mitigate the severity of injuries (e.g. roadside hardware design).
- WisDOT should examine non-fatal motorcycle crash data for a more complete analysis of patterns and trends; if possible, exposure data (total travel) should be taken into account at the system level and for individual case histories.

**PLEASE HELP US OUT!!!**

**DO YOU HAVE AN ADDITIONAL SUGGESTION ABOUT HOW TO ADDRESS THE PROBLEM??**

**Please send all comments/suggestions to:**

**Tim McClain  
Wisconsin Department of Transportation  
4802 Sheboygan Avenue  
P.O. Box 7936  
Madison, WI 53707**

**Email: [timothy.mcclain@dot.state.wi.us](mailto:timothy.mcclain@dot.state.wi.us)**

**MINUTES**  
**MoSAC Meeting**  
**Tuesday, December 16, 2003**  
**6:00 PM**  
**District 1 DSP-De Forest**

**Members Present:** Rob McConnell, American Motorcyclist Association; Craig Wucivic, University of Wisconsin – Whitewater; Susan Konopka, Women On Wheels; Chuck Miles, Harley Owners Group; Steve Piehl, Harley-Davidson Motor Company; Tom Lane, ABATE of Wisconsin, John Alt, Vocational School District; and Dale Jenkins, MSF RiderCoach Trainer

**Members Excused:** Michael Mischker, Gold Wing Road Riders Association; Jeff Dean, BMW Motorcycles Owners of America; John Schaller, Wisconsin Motorcycle Dealers; and Greg Patzer, MSF RiderCoach Trainer

**Absent:** Steven Wesolowski, Blue Knights, Inc. Motorcycle Club

**Guests:** Superintendent of State Patrol Dave Collins; Ron Thompson, DOT; Don Hagen, DOT; Carol Karsten, DOT; and Barbara Ofstie, DOT

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The Motorcycle Safety Advisory Council (MoSAC) met on December 16, 2003. Ron Thompson, Manager of the Motorcycle Safety Program, opened the meeting at 6:05 P.M. by welcoming those present. Introductions followed.

Superintendent Dave Collins welcomed the group and followed with a brief overview of his professional background. He said it has been both an exciting and challenging year. Dave is very concerned about the “unacceptable” number of fatalities that have occurred in the state this past year and said we must work together to reduce that total. The Superintendent also talked about the merger of the Bureau of Transportation Safety with the State Patrol and feels it will be very effective. Dave indicated that although he will continue to promote the use of helmets, the issue would not be on the agenda to push for mandatory helmet laws.

Ron continued with a program update that consisted of miscellaneous motorcycle data; Motorcycle Safety Course Stats; student waiting list results from this past training season; funding information; fatality spreadsheet, summary and map; and a report on the Motorcycle Safety Summits that took place in July in Milwaukee and Green Bay. Discussion and questions followed, particularly relating to the fatality issue, since this has been an especially bad year with 22 more fatalities, to date, than this same time a year ago.

Ron feels that the implementation of the Basic RiderCourse (BRC) curriculum has gone very well. Six sites piloted the BRC in Training Season 2002. This past year (2003) the new course was taught at all training sites. Most agree that the reduction of hours in the course is good. Tom Lane said that he is experiencing a problem with straight-line braking. Dale Jenkins stated that he believes the curriculum “is watered down” and is concerned that awareness has been diminished and is disturbed about the reduction of hours in the course. Steve Piehl said that if more students can be trained due to the reduction of hours in the course that is the tradeoff.

Next, Carol Karsten, Alcohol Program Manager, Bureau of Transportation Safety, facilitated a discussion on - What can be done? Where do we go from here? For instance, what can we do for impaired motorcyclists? General idea - get the word out about the consequences of drinking through public information and education via radio and TV spots. Carol then asked those present if he/she were king/queen for a day what would they do to prevent motorcycle crashes from occurring. Some of the ideas are listed as follows: Dale Jenkins suggested that DOT print safety messages such as "share the road" on envelopes or inserts when mailing out drivers license or license plate information/material. Dale also suggested that liability insurance should be mandatory when obtaining or renewing a driver's license. Steve Piehl said fear of loss of motorcycle if cited for a serious citation could be a factor. John Alt and Susan Konopka thought it would be a good idea to incorporate crash prevention into the drivers ed curriculum. A 15-20 minute video with a Facilitator Guide will be produced.

Ron announced that there would be a NAMS Summit Meeting in late February on a Saturday. He explained that a working committee comprised of people from both the National Highway Safety Traffic Administration (NHSTA) and Motorcycle Safety Foundation (MSF) put the National Agenda for Motorcycle Safety (NAMS) together in 2000. The committee came up with several recommendations. Some things the state can do while other suggestions are on a national level. The agenda for the meeting was then reviewed. MoSAC will be invited to attend the meeting.

Since nobody present had an immediate desire to chair MoSAC, it was established that the election of chair and vice-chair would be put off until the next meeting.

Ron indicated that the next MoSAC meeting would probably take place after the NAMS Summit Meeting sometime in March.

The meeting ended at 9:00 P.M.

## **Listing of Issues, Ideas and Proposed Suggestions** **Region V Motorcycle Strategic Planning Meeting (Chicago)** **February 18 and 19, 2004 (TAM 2/26/04)**

The following provides a listing of the salient issues and ideas generated at the NHTSA, Region V, motorcycle strategic planning meeting in Chicago. The listing of ideas and suggestions resulted from 2-days of brainstorming by the 6 states plus Iowa (OH, IN, IA, IL, MN, MI, WI) and represent proposals that have not been officially endorsed by WisDOT as of this date. For additional information regarding topics and speakers, see attached agenda.

### **ISSUES RAISED**

- **“Move the numbers down.”** NHTSA’s overall motivation re: motorcycle crashes and fatalities is to “move the numbers down.” According to Don McNamara, NHTSA is willing to spend \$\$\$ if solutions can be found that demonstrate that the numbers can be lowered. States need to work together to share information and find innovative solutions.
- **The “big factors” in fatalities for Region 5 states.** Upward trend in motorcyclist fatalities nationwide began in 1996. Follows **registration** patterns and **sales** (Jim Nichols). **Mean age** of cyclist has also increased. Age 40 and older involved in fatalities have been increasing at a faster rate than all other age groups since 1992. This however does not necessarily mean that 40 and older riders are more dangerous, just that riders over 40 are over-represented compared to other cohorts. **Mean engine displacement** has also increased (from 500cc in 1996 to 1000cc in 2002). (Jim Nichols). **Speed** was not identified in the presentations. However Major Dan Lonsdorf stressed the fact that speed is involved in the majority of crashes and that if we want to reduce all crashes (not just motorcycle crashes) we must commit more resources to speed enforcement.
- **Other factors for motorcyclist fatalities (though not in all states):** increase in **alcohol-impaired** cyclists (problem in WI but has not increased over time), Non-helmet use (about 40% of all operators in Region 5 states, 75% in Wisconsin, trend is slightly higher since 1999 in WI), multi-unit crashes, **improperly licensed motorcyclists** (not as significant in WI).

- **Problems with crash reports and data systems often make it difficult to determine the causation of crashes.** It is also difficult to determine characteristics of the cyclist (including his/her behavior, skill level, experience, conspicuity) and the characteristics of the motorcycle involved since there is a wide range of technology available.
- **Insufficient funding for rider education and other motorcycle safety activities.** Many students are being turned away from classes.
- **Is rider education actually effective in reducing crashes? Shouldn't this determine whether \$\$\$ should be invested in rider education or placed in some other program. What existing studies are there?**
- **Motorcyclists (especially new riders) are not aware of the injury potential of riding motorcycles.** It was noted that the "fun aspects" of motorcycling are often touted but the injury aspects are minimized.
- **Need a "hook" to get older riders to take education.**
- **The difficulty of passing a skills or knowledge test contributes to why a person will not get the license (they would rather just drive unlicensed and take their chances getting caught).**
- **EMS system needs to be improved in rural areas (response time, level of care provided) where many motorcyclists like to ride (WI ABATE brought this up).**
- **The riding environment, changes in motorcycle technology and demographics have changed drastically over the past decade.**
- **Distracted driving may be a problem for older riders who own cycles with different "techy" gadgets.** This prevents them from focusing on safety and the driving environment.

## **IDEAS/SUGGESTIONS TO ADDRESS ISSUES:**

### **Rider Training**

- **"Motorcycle Safety Program" is much more comprehensive than just rider education.** Rider education is only one component of a rider safety program.
- **Beginner rider should either be encouraged or required (state) to start with a smaller (cc) bike.** Encouragement could take place through the dealers (although there may be an economic disincentive for these people), rider groups and state agencies. The DMV should consider tiered licensing.

- **Due to the short riding season, training should be encouraged in the spring, rather than the fall, when it is most effective.** Riders often lose a portion of their skills over the winter and must reacquaint themselves with riding in the spring. However, with full classes and waiting lists, this may not be doable.
- **Insurance carriers should inform riders to get training** depending upon age, Size of bike etc. Discounts should be offered to take the course.
- **“Walk-in policy” for rider course** that allows a person to be placed in a class if others do not show up for class through a lottery system (used in OH and WI).
- **A restricted license should be placed on new, inexperienced riders for the first 6 months after receiving endorsement.** Restrictions could prohibit riding at night, passengers and require a helmet and protective gear at all times.
- **Increase funding for rider education** (raise student fees, ask for more in legislature).
- **Develop more rider courses and/or refresher courses** that are tailored to the older student. Older students need to have their hands held because they are not as prepared for learning compared to other, younger students.
- **Peer instructor observation program.** Instructors evaluate other instructors as a quality control technique to improve effectiveness of training (used in Ohio).
- **A survey form to collect information on who is taking motorcycle training (e.g., over 40?) should be developed for each class** (proposed in Ohio).
- **Use crash reconstruction data in motorcycle crashes** for the development of rider training curriculum and for other purposes to address the specific causes of crashes and how to avoid them (research from Michigan State...we will be getting copies).
- **Leverage other rider training provided by manufacturers and dealers to reduce the waiting list for basic rider course.**
- **Mopeds – invite to basic rider course (along with other cyclists).** Develop a handout that addresses moped issues as part of the curriculum (used in MN). Note: this is not a licensing issue. Having moped riders in basic course will take seats away from Basic Course for required attendees.
- **Incorporate motorcycle messages about sharing the road in high school driver’s education.**

- **Do a longitudinal study to track how effective rider education was in reducing crashes and citations.** Survey classroom students to determine background of class (e.g., experience, demographics). Study how the class did in terms of crashes, injuries, fatalities and citations.

### **Enforcement**

- **Helmet laws** were not discussed because the moderator (Lorrie Laing) suggested at the beginning that the topic would not be raised at the meeting because it is a non-starter issue.
- **Commit more resources to reducing speed (education and enforcement).** A box on the crash form should identify if speed was NOT an issue (Major Dan Lonsdorf).
- **There should be more consequences for making poor choices that can lead to crashes. Zero tolerance policies should be encouraged.** e.g., “motorcycles should be seized if alcohol is involved.”
- **Develop a video for law enforcement officers at roll call or in training that identify the current issues with motorcycle crashes and motorcyclist fatalities (proposed by Michigan).**

### **Data and Record Keeping**

- **Update the “Hurt Study.”** The original Hurt Study was conducted by H.H. Hurt and his colleagues in California in 1981. The study involved an in-depth reconstruction/driver background investigation for more than 900 motorcycle crashes. The Hurt findings were provocative and formed the foundation of MC crash causation knowledge. The study needs to be updated to reflect changes in the riding environment, motorcycle technology and demographics (there was much support at the meeting for updating the study).
- **The location of motorcycle crashes should be mapped to identify patterns and problem locations e.g., using GIS** (note however, that motorcycle crashes and their locations do carry a certain level of unpredictability).

### **Public Information and Education Campaigns**

- **Information campaigns should target at-risk populations and problem issues.** Target audiences should include over 40 population, teens and young adults, drivers of other motor vehicles. Messages should include sober riding, need for proper licensing, reduce speed. Best messengers should be peers, law enforcement

- **Do direct mailing with safety messages and inviting to rider course for those riders at risk (e.g., over 40).** Develop a mailing list from DMV for riders with Class M endorsement over 40 with less than 1 year of licensure.
- **Peer pressure.** Use rider clubs to disseminate safety messages about speed, impaired driving, irresponsible riding etc. Conveying safety messages are most effective within the motorcycle community.
- **Develop a “slug-bug” game for kids** as they sit in the back seat of a car to count motorcycles out loud when they see motorcyclists that will alert other drivers and teach kids to grow up and be aware of motorcyclists as they grow up (ABATE idea).

### **Impaired Riding**

- **Motorcycle clubs should be encouraged to meet at non-alcohol establishments and locations where alcohol is not made available.**
- **Dial-a-ride (like safe ride) program for impaired motorcyclists.** Administered through ABATE volunteers. However, this program was not used effectively and did not serve many cyclists (used in MN).
- **Use preliminary breath tests/saliva test at motorcycle events (idea brought up by IL ABATE).** Note: due to liability and technical concerns, this is highly controversial and would be difficult to implement in WI.

### **Engineering/Technology Issues**

- **Engineering assistance/coordination.** Need to work with highway engineering departments, university engineering research centers to study and implement motorcycle-friendly engineering design for highway projects (e.g., pavement, guard rails etc.).
- **Equipment and clothing that increases the visibility of riders should be encouraged.** However, note that in order for the clothing/equipment to be used, it must be stylish and or acceptable to the rider.



### **Other Ideas**

- **“Form a committee”** Develop coalitions in traditional area (rights groups, manufacturers, dealers, insurance carriers) but also invite those from other groups that are unrelated to motorcyclists but have similar issues, concerns and resources (e.g., bicyclists, pedestrians who are concerned about being forced off the road).
- **Any new initiative should be comprehensive and involve education, public involvement, enforcement, and engineering.**

### **Proposed ideas put forth by the Wisconsin Team: Dan Lonsdorf, Ron Thompson, Tim McClain, Dave Dwyer (ABATE), Wayne Curtin (Harley)**

- **Rider Education.** Additional funding should be sought (e.g., student fees) to ensure that the number of courses are meeting rider demand. Continue to use vendors/manufacturers’ training programs to help pick up the slack.
- **Develop a comprehensive, strategic plan with measurable goals and strategies (using champions) that address how WisDOT will address motorcyclist crashes, injuries and fatalities.** Note that this will be written to complement the Highway Safety Plan and should “not sit on the shelf.”
- **Develop mentoring program for new and older riders in conjunction with ABATE or other rider groups.** Riders could be put in touch with the rider groups through the dealers. State should develop guidelines for the types of areas to be covered to encourage safe riding but program implementation would be left up to the group.
- **Develop an outreach program for motorcycle events throughout the state, implemented through the State Patrol that helps to educate and make motorcyclists aware about safety issues.** The State Patrol should have a booth at all the major, motorcycle events. Major costs proposed to be picked up through day-to-day operating expenses.
- **Public information and education campaigns need to include more images of motorcycles (e.g., impaired driving or speed reduction campaigns should include a motorcycle in the background).**
- **Develop a glossy brochure (not in an envelope) including safe riding messages and an invitation to take training that could be mailed to motorcyclists over 40 years of age.**

- **Work with DMV to waive both the skills test and the written test for the Class M endorsement for motorcyclists who have taken the basic and experienced rider program.**
- **Place signs at strategic locations to raise awareness of motorcyclists** (e.g., “share the road”) in problem areas throughout the state, or at off/on ramps and at rest areas (used in Illinois). This could be started as a pilot project. Signs could be made to be interchangeable to be used for something else (e.g., .08 or winter driving campaign) so that motorists are not bored with the same message and ignore the sign.

### **Follow-up on Regional Level**

- **There was general agreement that information on best practices needs to be shared among the states (electronic, meetings).** NHTSA is considering having an annual (regional) motorcycle safety meeting to share ideas. However, interest in such a meeting needs to be voiced by the states. NHTSA doesn’t want it to become a bureaucratic exercise. It was noted that information sharing on best practices could also take place in other venues (e.g., SMSA meeting).
- **Need to work together to standardize crash reporting for motorcycle crashes within the region (NHTSA was supportive but no tangible solutions to this problem were discussed).**

## Agenda

Welcome and Introductions	Ron Thompson Motorcycle Safety Program Manager
Opening Comments	Superintendent David Collins Wisconsin State Patrol
State of the State Program	Ron Thompson
Review 2003 Motorcyclist Fatality Statistics	Dennis Hughes, Chief Safety Policy Analysis Section
Review Wisconsin Motorcycle Safety Program Assessment	Ron Thompson
Overview of the National Agenda for Motorcycle Safety	Steve Garets NAMS Work Group, Oregon
Work Group Sessions Identify Wisconsin's Needs What can be done in Wisconsin Develop local work plan	Claudia Orvis DOT Facilitator
Report Out	Claudia Orvis
Closing	Ron Thompson

A special thank you to the Motorcycle Safety Foundation for a grant to cover the costs of the facility, break and lunch.

## Action Planning Results

### Motorcyclist Alcohol and Other Impairments (Table 1)

**Goal:** Reduce alcohol related MC crashes/fatalities from 42.4% to 30%

271 - total crashes

32 - killed

308 - injured

**Action:** Better education to establish effective/behavior change at our key audience target age 35.

### Motorist Awareness and Outreach (Table 2)

**Goal and Outreach:** Reducing motorcycle crashes through motorist awareness

**Action item:** Develop statewide public education and information plan to address goal

**Tasks and timeline:**

1. Find out what P.I.E. programs are already out there and that have been evaluated
2. Based on findings, replicate or adapt to create PI and E
  - a) Look at building a coalition of stakeholders
  - b) Develop funding plan/strategy (e.g. create foundation)
3. Develop legislative strategy to allow nonprofit foundation to receive funds (segregated, e.g. ATV program)
4. Posters, brochures, PSAS billboards, charity rides
5. Focus groups, data analysis evaluation plan

**Timeline:** Roll out by May 1

**Measures of success:**

- Placement and exposure (how many billboard posting; how many people viewed PSA)
- Surveys (e.g. phone, link in w/Dept of Tourism)
- People involved: AMA, ABATE, DOT, motorcycle dealers, etc.

**People to be Involved:**

- DOT
- AMA
- ABATE
- Safe Communities
- Motorcycle related groups
- etc.

**Resources available:**

- DOT
- Fundraisers (rides)

- Private donations

**Pitfalls/Barriers:**

- WTCS fee structure
- Lack of dedicated funding
- Clone Ron (not enough staff resources)

## Motorcycle Licensing and Crash Data (Table 3)

### **Licensing - Class M**

**Goal: Assure that only qualified persons are licensed to drive a motorcycle**

**Action 1:** Determine the effectiveness of the various tests (MRC - MI T) on crash experience on the street

**Action 2:** Improve test course availability

**Action 3:** Review the step/hoops (DMV process) to obtain license - can it be streamlined?

#### **Tasks and Timeline:**

Do a study of crash experience comparing rider training, MRC/BRC to WI DMV MI T Test

**Task:** (to improve test availability)

Look at scheduling system for taking class (vendors/BRC/DMV)

See how to streamline the process

Improve cooperation

**Task:** (To review steps/hoops DMV licensing)

Review/rewrite Trans 129 (license waiver)

Allow ERC to waiver skills

343.07(4)

343.16(1)

2005 Legislative cycle

### **Goal: Crash Data**

Improve crash data by expanding education of law enforcement to include crash data related to m/c crashes.

**Action:** Address critical factors contributing to m/c crashes

**Task:** Develop broader curriculum for training law enforcement on causation of crashes/what to look for so it can be reported accurately on the MV4000.

**Timeline:** Within a year (?)

**Task:** Educate/motivate officers to do reporting of m/c crashes. That it is important for addressing m/c crashes.

Pitfall: Budget

**Task:** Develop checklist for officers that would include contributing factors in MV4000 and beyond.

**Task:** Involve people from multi disciplines to do the training (crash investigation, checklist, etc.) e.g. Harley, Rider Ed., dealers.

**Task:** Motorcycle crashes should be mapped to identify patterns and problem locations (GIS).

**Timeline:** Depend on funding (this is also a **pitfall/barrier**)

#### **People Involved - Rewrite 343 & TR 129:**

- Law enforcement, planners (WisDOT, locals)
- NHTSA \$\$
- All of WisDOT (DMV, BOTS, State Patrol)
- DTID (Dick Lange)

**People Involved - Availability:**

- System
- Ownership
- Lack of Communication
- Data base
- \$\$

**People Involved - Test Study: \$\$\$*****State Patrol to take the lead***

**Task:** At two-year registration renewal do survey on exposure, riding, habits exposure. Know more about riding public

**Pitfalls:** \$\$ resources

**Rider Education and Training (Table 4)**

- Reduce number on wait list (train more students)
- Keep it affordable
- Easy registration
- Include street experience
- Sufficient/additional money
- Evaluate effects of rider/education
- Study/identify effects of cost difference between sites
- Sufficient number of:
  - Sites
  - Instructors
  - Equipment (M/C's)

**Goal:** Provide various levels of rider education that is accessible and affordable with assured quality through ongoing long-term program evaluation

PRIOR TO (ALL) . . . IMMEDIATE UPON COMPLETION (ALL) . . . AFTER 1-2 YEARS (ONGOING)

**Action Items:**

- Assess training effect ...
  - Assess affordability
  - Assess registration
- at all cust. levels by random interview of rider education grads and potential clients

## Enforcement and Adjudication (Table 5)

**Goal:** The Importance of Motorcycle Safety should be recognized by L.E. and the courts.

**Action:** Education of police and judges

**Task:** Use "crash" not accidents - they are preventable (incorporated into training)

**Task:** Include motorcycle training in recruit training or as an in-service using L.E. riders partnering w/general public/advocacy

**Task:** [on hold: How many citations are issued to MC drivers]

**Task:** Include MC safety component on judicial education, programming and prosecutors--Both circuit court and municipal judges

### **Judicial Education Timeline:**

- 2 years to reach everyone because it is required
- Annual statewide program – USV. in March
- Include on traffic specific program
- Municipal Judges Association.
- Prosecutors within 2 years
- Include in annual SPET Program
- Prosecutors OWI Seminar (annual)

### **L.E. Training Timeline:**

- In-service within 6 months to 1 year
- Recruit training within 2 years

Training – ongoing

How to reach all LE Agencies?

### **Measures of Success:**

- Number and percent of agencies reached in 1 year that included in-service training
- When it is in the recruit curriculum - all recruits are trained
- Train the trainer to have trainers in different regions of the state

### **People to Involve:**

- Recruit schools/academies
- In-service locations
- Experienced L.E. riders
- Advocacy groups
- State experts

National experts

### **Pitfalls/Barriers:**

- \$\$ - Lack thereof
- Number of agencies
- Time
- Turf battles
- No single statewide champion
- Making it an important issue
- Too few instructors
- No current curriculum



**Resources:**

- NHTSA
- MSF
- MC Manufactures
- AMA: American MC Association
- Legislature
- Abate
- DOT/State Patrol
- L.E. Associations
- Judicial Ed. Offices
- SPET
- RCI D/Law School
- Wisconsin State Bar Association
- MJA - Muni Judge Association
- National training programs

**Insurance Industry Involvement and First Responder (Table 6)****Insurance Industry Involvement**

- Education discount/safety record
- Reimbursement for safety equipment damage
- ?state regs to accomplish
- ? proof of insurance
- Uniform state documentation for M endorsement

**Responder**

**Goal:** Increase/maintain funding for EMS training CME.

**Action:**

- State funding EM
- Cycle groups to self-train basic first aid
- Mandatory health coverage

**Pitfalls:**

- No state \$\$
- Some refuse
- Political issue/battle

**Roadway Characteristics and Conspicuity (Table 7)**

**WI Goal 1:** Improve roadway traction for motorcycles.

**Actions:** Eliminate traction irregularities (e.g. pavement, gravel, grooves, pavement markings, joint sealants, railroad crossings, roadway cleaning)

**WI Goal2:** Improve physical roadway features to better accommodate motorcycle safety.

**Actions:** Eliminate features that could harm motorcyclists through redesign, refining standards, changing policy, and education on state and local roads

**WI Goal 3:** Improve reporting of road hazards.

**Actions:** Provide mechanisms for reporting through common statewide clearinghouse (e.g. webs, phone, e-mails, etc.).

Partner with tourism groups.

**WI Goal 4:** Improve motorcycle safety research and analysis.

**Actions:** Develop analysis tools to identify motorcycle safety issues and suggest appropriate counter measures.

**WI Goal 5:** Enhance signing for variable roadway conditions.

**Actions:** Additional signing in advance of condition or fix roadway condition.

**WI Goal 6:** Enhance visibility of motorcyclists on roads.

**Actions:**

- Educate motorists and motorcyclists about sharing road
- Educate motor cyclists on emerging retro-reflective materials/clothing
- Revise vehicular regulations –blue dot taillight/alternate taillight technology (e.g. LED)
- Increase penalties for injuring or killing a motorcyclist.

## Back Home Action Planning

### Agency Follow Up

**Task:** Commission research to establish our audience AKA target group of riders to determine the best delivery methods to achieve healthy behavior change.

**Measures of Success:** Rate of Fatalities/injuries/crash – anticipate reduction – don't allow to mislead

**People to Involve:**

- MC Dealers (HD, KAWA, SUZ, HON, YAM, BMW etc.)
- MSFers
- MOTO Journalists
- Tavern Leagues (alcohol industry)
- Media
- WisDOT & other states

**Potential Interests:** UW research grants

**Barriers:**

- \$\$
- Non-motorcyclist opinion
- Wis Attitude – open-mindedness
- Do we view these things as a problem?

### **What cost-effective and immediate things can WisDOT do to reduce motorcycle crashes?**

- Determine what each division can contribute re: motorcycles to the Highway Safety Strategic Plan;
- State Patrol to expand crash reconstruction training (include focus on motorcycles) to local, law enforcement;
- Seek additional funding to reduce the waiting list for RiderCourse;
- Establish a web-based, 1-800 number to report road hazards including hazards for motorcycles;
- Include Ron Thompson in more engineering discussions within WisDOT and State Patrol;
- Analyze crash data (injury data) to determine patterns of crashes. Focus on individuals who have had their license for less than one year. Possibly look at how many miles injured riders have ridden throughout the year to get some understanding of exposure;
- Get a better understanding of how we can partner with the UW regarding engineering research. Investigate WisDOT-UW role in leading national, pooled research (pooled funding) but make sure that there is local ownership and that the product is useable;
- Determine smaller, immediate things that partners in motorcycle safety can do right now and work (more long-range ) on the more complex issues (e.g., involving Law enforcement and the courts);
- Research Department-wide, PI & E plan that includes motorcycling messages in general campaigns (e.g., impaired driving, speeding etc.)
- Develop outreach and increase visibility of motorcycle safety using DSP at local, motorcycle events.
- Include MoSAC representative on Governor's Highway Safety Council;

## **MoSAC**

**Goal Statement:** Pursue additional crash data

**Action:** Reporting through improved reporting requirements

- Modify crash reporting form
- Train officers to use the form
- Review reporting form at next MoSAC meeting and formulate recommendations

## **Law Enforcement/Adjudication**

### **Adjudication**

**Goal Statement:** Educate judges of MC safety issues and not just view as “traffic” citations

**Action:** Call Kaula B at Ind. Ed. for MJ and DCAST for CCT

**Tasks and Timeline:** Get implemented by year’s end

**Measures of Success:**

- Whether program is implemented (actually) annually and as operational clinic
- Whether judges attend program

**People Involved:**

- J.E.
- judges who ride
- outside experts (MC safety coach)
- MJA

**Potential Resources:**

- AMA
- DOT
- Wis Hwy Patrol
- MC Safety

**Pitfalls/Barriers:**

- Timeframe
- Possibly \$\$ issues for outside experts
- Judges may not (since not required) attend seminars

### **Law Enforcement**

**Goal:** Education of Law Enforcement officers as to awareness of MC crash causation

**Goal:** Education of Law Enforcement officers as to crash data collection

**Goal:** Inform and solicit support of Law Enforcement training authority and command prop.

**Tasks and Timelines:**

- Creation of MC crash supplement
- Training of MC crash data collection (re-cert/recruit)
- Implement CR portion (abbrev.) of BRC classroom
- Training of rank and file on MC laws

**Measures of Success:** More accurate and useful data collection

**People to Involve:**

- LGSB: Dennis Hansen
- Chiefs Assoc: Sue Riesling
- Sheriff’s Assoc: Jim Cardinale
- Tech College – Law Enforcement Deans
- State Accident: Pat McCallum (266-0402) MC crash sub

**Potential Resources:**

- DOT (accident report supplement) creation and implementation
- MSF BRC Instructors
- Assistant Deans of Law Enforcement Recert/Training

**Pitfalls/Barriers:**

Money

Time

Interest of veteran officers (RFCFRS)

**Rider Education**

- A. Promote Improved Funding System for Rider Education To increase service delivery
  - Statewide centralized MSF program admin.
  - Contract to tech. College system
- B. Promote Motorist Awareness through local D.E. programs
  - Improve dissemination and use of MSF DOT resources
  - Use MSF RC's as resources in classroom
- C. Eval. & Feedback of R.E program Effectiveness
  - Use UW courses in research to gather & analyze data

**Outside Interests**

- Tech transfer
- Road safety hazard identification ride
- Lwits ??? or UW its
- Safe Comm Goal???
- MoSAC
- Share info in May – motorcycle safety month
- Public speaking on motorcycle safety

# 2003 MOTORCYCLIST FATALITIES

[Updated 4-29-04]

Source: WisDOT, Bureau of Transportation Safety

## 100\* TOTAL KILLED

- January=1, February=0, March=1, April=11, May=17, June=20, July=13, August=19, September=8, October = 9, November = 1
- 94 (94.0%) drivers killed and six (6.0%) passengers.
- 92 (92.0%) males killed and eight (8.0%) females.
- 77 (77.0%) rural crashes and twenty-three (23.0%) urban crashes.
- 57 (57.0%) were single unit crashes and 43 (43.0%) multi-vehicle [of which twenty-eight (65.1% of all multi-vehicle crashes) were other vehicles reportedly hitting motorcycles or pulling in front of them].
- 39 (39.0%) were age 45 or older [Ages 0-14=2 (2.0%), 15-24=20 (20.0%), 25-34=16 (16.0%), 35-44=23 (23.0%), 45-54=26 (26.0%), 55-64=10 (10.0%), 65-74=3 (3.0%).
- 46 (46.0%) were Harley-Davidson motorcycles, twenty-four (24.0%) were Hondas, ten (10.0%) were Yamaha, seven (7.0%) were Kawasaki, six (6.0%) were Suzuki, and six (6.0%) were other brands. [*One (1.0%) is unknown at this time and could possibly, though unlikely, be a moped (information still pending).*]
- 75 (75.0%) were not wearing a helmet and twenty-five (25.0%) were helmeted.
- 36 (42.4%) of 85 tested involved alcohol by motorcyclist (26 or 30.6% of those tested were .10 or over. Of those tested after enactment of the .08 law on September 30, 2003, one has tested 0.08 or above) [*Alcohol test results for the rest are still unknown*].
- 8 (8.0%) involved reported collisions with deer.
- 84 coroner reports are available (includes: 55 head, 1 spinal cord, 9 broken necks, 1 massive trauma and 4 internal injuries, 17 multiple injuries, 11 chest injuries. [*For the remaining 16 motorcyclists, information is not available or unknown at the present time*].
- 56 of 94 drivers (59.6%) had class "M" licenses, fourteen (14.9%) motorcycle operators had class " D" licenses, thirteen (13.8%) were from out of state, six (6.4%) were revoked/suspended, two (2.1%) had instructional permits, and three (3.2%) had no license.

- 93 (93.0%) of the crashes occurred under dry pavement conditions and three (3.0%) under wet conditions [*Road Conditions for the remaining 4 (4.0%) were unknown*].
- 73 (73.0%) occurred under clear weather conditions, twenty-two (22.0%) were under cloudy conditions. Two (2.0%) occurred in the rain [*Conditions for the remaining 3 (3.0%) were unknown*].
- Two (2.0%) were motorcycles hitting a farm implement or trailer.
- 23 (23.0%) crashes were reported to have involved loss of control by the motorcycle operator (the officer noted this in the accident report).

\* Two moped fatalities are not included in this total. This varies from what is reported under the Fatality Analysis Reporting System (FARS). FARS includes mopeds as "motorcycles." However, in order to make valid, statistical comparisons to previous years (e.g., in previous years, mopeds were not included in the totals), moped fatalities in 2003 were excluded from the totals.